

# **Make It Stick**

## **Using Media Effectively**

**CDRR Summit**  
**January 28, 2011**

Our Vision – Healthier Kansans living in safe and sustainable environments.



# Presentation Goals

- Understand how media can help achieve your objective
- Understand when media is an appropriate tool
- Understand the importance of defining your audience prior to developing any message.
- Understand when and how to get KDHE assistance in creating media messages.
- Feel comfortable evaluating your media campaign



# Media Planning Form

- Brainstorming tool – not a requirement
- Helps you think about using media to support your objective
- Media is generally an action step, but not the objective
- Use this form for objectives you think media could support



# Media Planning Form

**1** What is your specific Policy, Systems or Environment objective?

**2** To meet this objective what audience do you need to reach?

Primary Audience:	Age:	Age:	Income:
What media does the primary audience use?	What media do they not use?		
Secondary Audience:	Age:	Age:	Income:

Who can make the change happen?

OTHER DEMOGRAPHICS TO CONSIDER:

GENDER:  
RACE / ETHNICITY:  
RURAL / URBAN:  
EDUCATION:  
RELIGION:

Now that you know your objective and your primary audience...

**3** What is the message?

Unintended Audience:

What will your opposition say?

**4** Can media help you meet this objective and reach your audience?

IF YES, WHICH OF THESE MEDIA CHANNELS CAN BEST REACH YOUR AUDIENCE?

Paid Media: ☐ Print ☐ Online ☐ Television ☐ Radio ☐ Billboard ☐ Flyer

Earned Media: ☐ Letters to the Editor ☐ News Release ☐ Media Advisory ☐ Publicity Event

Social Media: ☐ Facebook ☐ Twitter ☐ Flickr ☐ YouTube ☐ E Cards

**5** Can KDHE help?

Type of Ad or Materials: \_\_\_\_\_

Size of Ad: \_\_\_\_\_

Deadline: \_\_\_\_\_

Where Will It Be Placed? \_\_\_\_\_

Ad Copy: \_\_\_\_\_

For a full list of media pieces available to you please visit:  
[kdheks.gov/tobacco/granteeresources/media](http://kdheks.gov/tobacco/granteeresources/media)

**Q:** How much time does KDHE need to help with media projects before your deadline?

**A:** 1 month for new ads or projects,  
2 weeks to tailor existing materials.

Contact Ginger or J.D. to discuss or submit requests: [gpark@kdheks.gov](mailto:gpark@kdheks.gov) / 785.296.1118 • [jwamock@kdheks.gov](mailto:jwamock@kdheks.gov) / 785.296.1820

**6** How will you measure your media success?

☐ Process Evaluation: What was distributed? How many? To whom?

☐ Impact Evaluation: Quiltline calls? Effectiveness of media piece?

What baseline data is available? \_\_\_\_\_

# Review Objective

- What is your objective?
- Example – By June 30, 2012, increase Quitline Calls from Chase County from 50 in SFY 2011 to 75.
- Example from grantees:



# Activity vs. Action Step



- An activity usually has multiple action steps to reach objective
- It's good to conceive of media efforts as an action step in support of an activity.
- Often media efforts are not substantial enough to be activities all on their own.
- If you can't write a SMART objective for it, it isn't an activity.



# Audience

- What audience must you reach to achieve this objective?
- Consider impact and probability
  - size of group or need and how likely they are to change
- Try to narrow audience
- Who else could you reach?



# Message

- What is the message?
- Example: The Quitline can make quitting tobacco easier
- Unintended audience
- Opposing Arguments





# Can Media Help?

- Is media an effective way to reach your audience?
- Is media an effective tool to reach your objective?
- What's an objective where media would be a good tool?
  - Increasing calls to Quitline
- What's an objective where media would be a bad tool?
  - Making materials accessible to people with vision impairments



# Media Channels

- **Paid media**
  - Do you have money for ads?
  - Social media may be a good place for paid ads
- **Earned media**
  - news releases, letters to the editor
- **What media does your audience use?**



# Earned Media Calendar

- Plan a schedule for earned media
  - Letters to the editor, letters to legislators, news releases
- Any coalition letters to the editor can also be sent to legislators and vice versa
- Personal stories often have a bigger impact than facts



# Earned Media Calendar

Planning				Tracking	
Community Leaders	Tobacco Topics:	Newspaper Info	Legislator Info	Month	
1	Quitline	Name:	Name:	January:	July
2	Cessation Services	Address:	Address:	Author:	Author:
3	Smokeless Tobacco			Topics:	Topics:
4	New Tobacco Products	Special requirements:		Where:	Where:
5	Surgeon General's Report	Name:	Name:	Deadline:	Deadline:
6	Health Effects	Address:	Address:	February	August
7	Youth Prevalence			Author:	Author:
8	Adult Prevalence	Special requirements:		Topics:	Topics:
9	Tobacco Tax	Name:	Name:	Where:	Where:
10	Smoke-Free School Grounds	Address:	Address:	Deadline:	Deadline:
11				March	September
12		Special requirements:		Author:	Author:
Alternates		Name:	Name:	Topics:	Topics:
1		Address:	Address:	Where:	Where:
2				Deadline:	Deadline:
3		Special requirements:		April	October
4		Name:	Name:	Author:	Author:
5		Address:	Address:	Topics:	Topics:
6				Where:	Where:
7		Special requirements:		Deadline:	Deadline:
				May	November
				Author:	Author:

**KDHE is currently developing this planning and tracking tool to assist partners to design an effective earned media calendar.**

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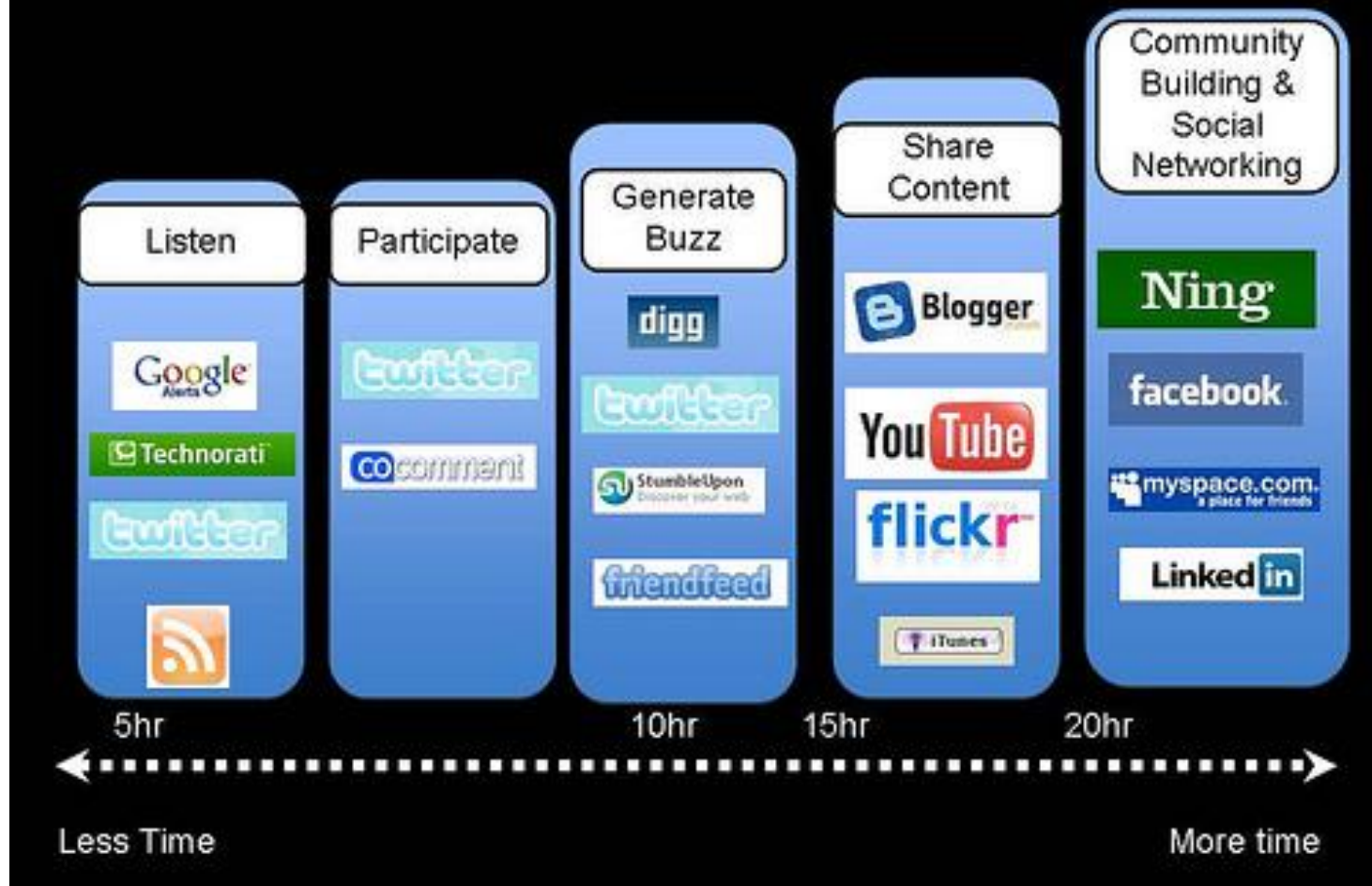
# Social Media

- May be a good tool/activity for coalitions to facilitate discussions
- Many health departments prohibit use
- Consider the time investment needed to use it effectively
- Need to be ready to let go of control





# Tactics, Tools, Time



Original graphic by Beth Kanter, [www.beth.typepad.com](http://www.beth.typepad.com)

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# Help from KDHE

- Determining best media channels
- Modifying current ads
  - Goal – consistent look and message in promoting the Quitline
- Developing new materials when necessary
  - Using the same structure we can keep the branding while making unique materials
- Bring us into the process early
  - Talk to us at least 1 month before deadline for new ads and 2 weeks out for modifying ads

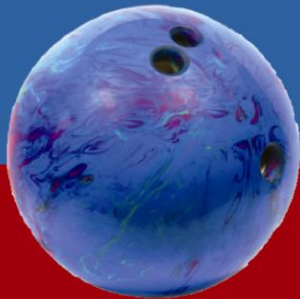


# Tailored Ads for Douglas County's KU Quitline Media Activity

The average smoker  
spends about \$150  
a month on cigarettes.

**That's almost \$2,000 a  
year!**

With that money you and  
your friends could roll...



**730 games  
at Jaybowl.**

If you're tired of paying the price  
of smoking, Kansas Tobacco Quitline  
counselors are ready to help you quit.

**KanQuit!**

1-800-QUIT-NOW (784-8669)

KANSAS TOBACCO USE PREVENTION PROGRAM

**Formaldehyde** belongs in  
your **Biology Lab.**

**Methanol** belongs in the  
antifreeze in **KU buses.**

**Acetic Acid** belongs in  
floor wipes to clean up a  
spill at **the Union.**



**All three were  
in your last cigarette.**

If you're ready to quit smoking,  
Kansas Tobacco Quitline  
counselors are ready to help you quit.

**KanQuit!**

1-800-QUIT-NOW (784-8669)

KANSAS TOBACCO USE PREVENTION PROGRAM

The average smoker  
spends about \$150  
a month on cigarettes.

**That's almost \$2,000 a  
year!**

With that money you  
could buy your favorite  
gigantic gourmet  
burritos...



**260 times.**

If you're tired of paying the price  
of smoking, Kansas Tobacco Quitline  
counselors are ready to help you quit.

**KanQuit!**

1-800-QUIT-NOW (784-8669)

KANSAS TOBACCO USE PREVENTION PROGRAM



# Ads Modified for Grantees



EVEN SUPERHEROES NEED A  
**SIDEKICK**

It's challenging to quit tobacco use, but you don't need to do it alone. Call the free Kansas Tobacco Quitline 1-800-QUIT-NOW. A counselor will work with you to create a plan to quit and fight cravings.

**KanQuit!**  
1-800-QUIT-NOW (784-8669)  
KANSAS TOBACCO USE PREVENTION PROGRAM



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# Ads Modified for Grantees



**x 365 =**

**If an average smoker quit, within just one year they would save enough money to take a family of four on vacation for a week.**

Tired of paying the price of smoking?  
Kansas Tobacco Quitline counselors are ready to work with you to create your plan to quit and fight cravings. Call 1-800-Quit-Now.

**1-800-QUIT-NOW**



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# Measuring Media Success

- **Process Evaluation:** (assumes baseline is zero)

- How many pieces distributed
- How many articles or responses
- How many times radio spot aired + How many listeners station estimates were reached.

- **Impact Evaluation:**  
(requires a clear baseline)

- Number of Quitline Calls
- Behavior change (e.g., increased number of users of trail system.)

- **Consider Baseline Data**

- Often baseline data is not available
- Consult with Trevor to determine what type of impact evaluation is realistic.



# Questions?



# Contact Information:

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**Media & Policy Coordinator**

**Tobacco Use Prevention Program**

**[gpark@kdheks.gov](mailto:gpark@kdheks.gov) 785-296-1118**

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**[www.kdheks.gov](http://www.kdheks.gov)**

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